

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 2, 2019/2020

**BMM3114 – Multimedia and Management**

(All sections / Groups)

6 MARCH 2020

9:00 A.M. – 11:00 A.M.

(2 Hours)

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### INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO (2)** pages with **FIVE (5)** questions only.
2. Attempt **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

**ANSWER ALL QUESTIONS****QUESTION 1**

- a. Differentiate input and output devices. Give **TWO (2)** examples for each device.  
(8 marks)
- b. Discuss what information should be included in a bid proposal.  
(12 marks)  
(Total: 20 marks)

**QUESTION 2**

- a. Give and explain **FOUR (4)** fundamental organising structures used in designing a multimedia project.  
(12 marks)
- b. In a multimedia project, content can be either created or acquired. Discuss how to decide whether the content should be created or acquired.  
(8 marks)  
(Total: 20 marks)

**QUESTION 3**

- a. Discuss how TCP/IP is used in internetworking.  
(8 marks)
- b. Suggest **FOUR (4)** considerations for creating or delivering multimedia content in mobile environment.  
(12 marks)  
(Total: 20 marks)

**QUESTION 4**

- a. Low-bandwidth modem connections are a bottleneck for sending multimedia across the Internet. Suggest how bandwidth bottlenecks can be avoided.  
(8 marks)
- b. Discuss the **THREE (3)** stages in testing a multimedia project.  
(12 marks)  
(Total: 20 marks)

**Continued.....**

**QUESTION 5**

You were given a task to design a website for an automobile trading company which sells new and used cars. This company also provides other services such as road-tax renewal, car insurance application and car loan application. Suggest other relevant content and illustrate a navigation map to show the structure of the website with at least three layers.

(20 marks)

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